

Jess Hofmann

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Strategic corporate events leader with a track record scaling high-NPS experiences that build pipeline and community

ACCOMPLISHMENTS

- Increased YOY virtual registration for Apollo's user conference, GraphQL Summit, from 3,400 to 10,200 earning an NPS of 72 and \$15.5M in direct pipeline
- Launched first-ever Sales Kick Off and Company Kick Off with 6 months lead time
- Strategized and executed integrated Account-Based events and campaigns, generating a \$20M influenced pipeline through targeted VIP programs, executive roundtables, CABs, and on-site customer workshops
- Marketer of the Quarter (Q1 FY22) & Marketing Innovation Award Winner (FY23) - Apollo GraphQL

KEY COMPETENCIES

- **Cross-functional partner:** Builds strong relationships with internal and external stakeholders to establish trust
- **Exemplary communicator:** Communicates effectively and confidently with peers and executives
- **Detail-obsessed:** Creates flawless and memorable high-touch experiences that wow attendees
- **Leading through ambiguity:** Sees challenges as opportunities that can define our success. Comfortable balancing shifting priorities while fostering resilience and agility within my team

PROFESSIONAL EXPERIENCE

Apollo GraphQL | San Francisco, CA/Remote | July 2021 - Present

Director, Events & Field Marketing

- Lead strategy and execution for 15+ company, corporate, and field events annually both online and in-person
- Own annual user conference GraphQL Summit held virtually and in person
- Partner with executive leadership, People Ops, and Sales Enablement teams on end-to-end management of annual Company Kickoff and Sales Kickoff
- Manage every facet of event production, including creative design, venue selection, technology research and implementation, agency partnerships, contractor hiring, venue RFPs, and contract negotiations
- Partner with Product Marketing, Developer Experience, and Customer Success teams to craft storytelling event agendas and supporting content for various personas
- Launched Customer Advisory Board and Technical Advisory Board in partnership with Customer Success
- Track and adhere to a \$3.2M events budget with a diligent focus on cost savings opportunities and ROI
- Partner with customer-facing teams to drive event attendance and participation from key accounts
- Report on event performance metrics for weekly company all-hands and Estaff dashboard reviews
- Build strong relationships with agency partners to ensure seamless and cost-effective event production

Zscaler | San Jose, CA/Remote | March 2021 - July 2021

Director, Global Events

- Head of Global Events responsible for annual virtual user conferences across Americas, EMEA, and APJ
- Lead global strategy for roadshows, large industry conferences, and Tier 1 trade shows
- Collaborate cross-functionally to develop repeatable and scalable content, enablement tools, and processes
- Enable go-to-market with a clear promotional strategy and toolkit to promote event registration
- Regularly track and report on event success metrics and KPIs; experiment, iterate, and optimize for success
- Create engaging online experiences that drive pipeline, brand awareness, and customer advocacy
- Define strategy, messaging, agenda, content criteria, user experience, and creative platforms
- Source customer speakers, create customer case study videos, and host CXO VIP events and activities
- Manage corporate events team, external production teams, and agencies

Optimizely | San Francisco, CA | March 2019 - March 2021

Senior Manager, Campaigns & Events

- Global Strategic Events Lead responsible for end-to-end conference strategy, execution, and ROI reporting
- Independently owned and managed \$3.7 mil budget

- Manage Campaigns Manager, Marketing Specialist, and a team of contractors, agencies, and consultants
- Global Strategic Developer Events Project Manager; responsible for all hosted and field Developer events including campaign management, staffing, swag, end-to-end logistics, and attendee experiences
- Dreamforce19 Event Lead for Groundbreaker sponsorship
- Set campaign strategy with DG leadership to deliver multi-channel event promotions
- Strategize with C-suite on event concepts, keynotes, VIP programs, and executive advisory boards
- Create event sponsorships to support the partner ecosystem and build a global partner marketing pipeline
- Partner with brand, PR, digital, and creative to deliver brand experience and drive awareness

Black Hat | San Francisco, CA | May 2013 - March 2019

Senior Manager, Marketing & Community (March 2018 – March 2019)

- Leveraged project management, marketing expertise, and community connections to develop and execute programs to increase event attendee and year-round customer loyalty and retention
- Improved Net Promoter Scores (NPS) and engagement among attendees, speakers, trainers, and sponsors
- Developed partnerships and co-marketing programs with strategic partners to drive attendee growth
- Led all Diversity & Inclusion and philanthropic efforts including scholarships, fundraising, and partnerships
- Utilized analytics tools to track and report the impact of community programs
- Executed audience research programs to garner relevant data and analysis measuring overall attendee satisfaction, Net Promoter Scores (NPS), and ROI metrics

Senior Marketing Manager (January 2016 – March 2018)

- Built and implemented weekly strategic marketing communications plans that align various business initiatives
- Owned event budgets; set conference pass pricing, and forecasted revenue goals
- Led creative “look and feel” process and concept for all branded assets with Creative Services
- Sourced and collaborated with outside vendors to ensure events are seamless and within budget; venue contract negotiations, catering, AV, show decorators, signage, printing, and floral
- Researched and recruited event speakers; created schedules, managed speaker relationships and communications, coordinated travel, hotel, and purchase orders

Marketing Manager (April 2014 - January 2016)

- Marketing team lead for Black Hat Europe and Black Hat Asia in 2014- 2018
- Managed Partnership Program – curated new partnership opportunities based on business needs
- End-to-end program management for Black Hat’s open-source tool demo program
- Social Media Lead; developed strategy for calendar; content, scheduling, and metrics

Associate Marketing Manager (May 2013 – April 2014)

- Managed and tracked event promotion campaigns wrote email copy, worked with Creative Services for template creation and style guides, scheduled and planned deployment, utilized audience insights

UBM Tech | San Francisco, CA | January 2012 - May 2013

Webinar Project Manager

- Proactively managed 10+ online events concurrently across various brands and publications
- Developed and nurtured relationships with clients, editors, agencies, and vendors
- Monitored and analyzed event registration numbers daily to ensure contracted lead guarantees

InsightExpress | San Francisco, CA | August 2010 - January 2012

Project Management & Operations Coordinator

- Managed market research and survey-build projects for clients such as HSBC, Starbucks, and Marriott
- Maintained client relationships and owned client database to monitor account activity and support inquiries
- Scripted and recorded interactive, client demos and hosted live training sessions

EDUCATION

- California State University Chico; BA in Organizational Communication, Minor in Psychology
 - Alpha Phi Sorority Theta Upsilon Chapter, Director of Publicity and Advertising